

F.W. WOOLWORTH CO.

EXECUTIVE OFFICE / WOOLWORTH BUILDING / 233 BROADWAY NEW YORK, NY 10279 / (212) 553-2000

ALL STORES <input checked="" type="checkbox"/>	ALL NON POS STORES <input type="checkbox"/>
ALL POS STORES <input type="checkbox"/>	ALL \$ VALUE STORES <input type="checkbox"/>
SELECT STORES <input type="checkbox"/> (List Attached)	
ZONE MANAGERS - ALL <input type="checkbox"/>	
SELECT 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8	
DISTRICT MGRS <input type="checkbox"/>	WAREHOUSE - ALL <input type="checkbox"/>
D.O.C.'S <input type="checkbox"/>	MADC - GDC - SCDC
V.P. MERCHANDISING - ALL <input type="checkbox"/>	
SELECT 1 - 2 - 3 - 4 - 5	

To: All Woolworth Stores

February 14, 1996

From: Robert Hulvat, Buyer

Subject: R.J.Reynolds Tobacco Promotional Display Participation

Dear Store Managers:

R. J. Reynolds Tobacco Company have consumer pack purchase incentive promotions available to all retail outlets. Participating cigarette suppliers will automatically ship one display per month to stores they service. The displays will feature, buy one pack get one pack free, retail pack price reductions and on pack premium items; e.g. lighters, T-shirts. Each pack display will vary in size and quantity. Your local R.J.Reynolds Tobacco sales Representative will discuss specific details upon contacting your store.

This letter of authorization is being sent to all R.J.Reynolds Sales Representatives, authorizing their calling on your store for your participation in this program.

Your follow through in participating is appreciated.

Sincerely


Robert Hulvat (Buyer)

51855 1478